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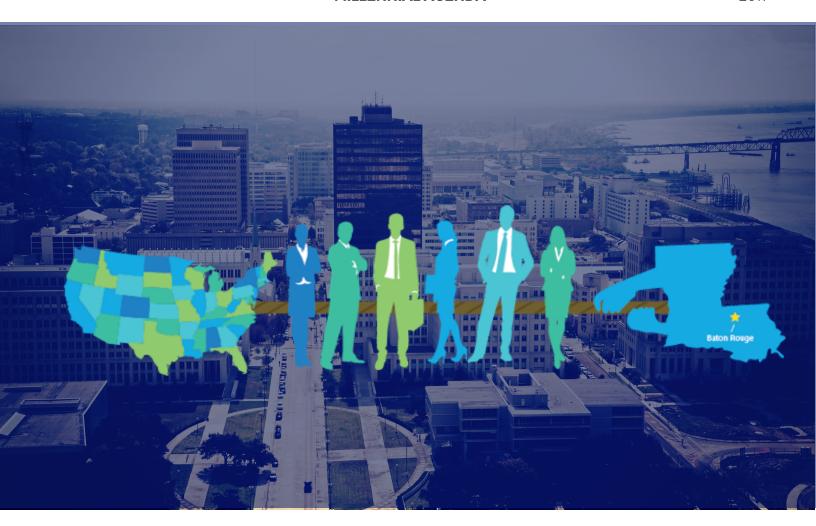
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EXECUTIVE SUMMARY

WAR FOR TALENT: CAN BATON ROUGE COMPETE?

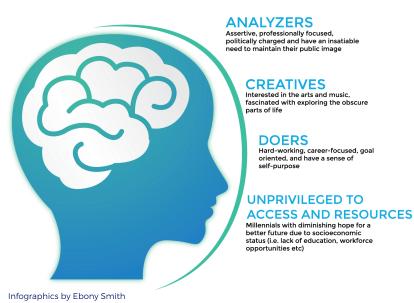
Leaders and laypeople alike have long been concerned about the "brain drain" in Baton Rouge - the flight of young, bright and promising talent to other cities and markets. In order for Baton Rouge to be a magnet for young talent, youth and young adults must be included in the development of a broad vision that authentically reflects their concerns and hopes for the future.

The Millennial Agenda Community Input Transition Team considered how youth and young adults can contribute to the future of the City-Parish in meaningful, consequential and sustainable ways. We approached the process through open dialogue about the rapidly changing future of Baton Rouge. Our group is comprised of what we consider upand-coming community leaders and residents that are not traditionally represented in decision making, thus our proposed initiatives represent a critical demographic that will inherit, influence, and lead the Capital City for decades to come: Millennials.

WHO ARE MILLENNIALS?

Millennials account for the largest, most diverse generation in the United States[1]. According to Pew Research Center, millennials are defined as young people born between 1981-1997 (currently ages 20-36). There will be an estimated 79.2 million millennials living in the United States by 2050 and the age group's population will peak at 81.1 million in 2036. For the purposes of this report, millennials have been characterized as being part of both Generation Y and Generation Z.

THE MILLENNIALS



The Millennial generation has taken part in many important transformations: from shifting ways of communicating and using technology, to changes in parenting practices, educational and career choices, and shifts in homeownership and family life

While many attributes have been assigned to this generation, millennials define themselves as confident, self-expressive, tech-dependent, optimistic, and typically more liberal than past generations. Additionally, millennials value hard work, fair compensation, and support progressive economic policies that create opportunities for education, employment and experiences in their own community.

Across the country, fast-growing metros are experiencing what is characterized as a "war for talent." Additionally, many markets are identifying a high rate of young professional "brain drain." Business leaders are concerned about finding qualified employees (both in-market and out-of-market talent), and emerging talent is looking for growth opportunities in a community that is interesting, diverse, inclusive and open to new ideas and change.



Specific to Baton Rouge, the city is not retaining or recruiting young professionals (primarily ages 22-25 & 30-35) as best as it could. If young professionals do not have access to education and employment opportunities and they see Baton Rouge has having a poor quality of life, the city will never be able to recruit or retain the talent needed for sustained economic growth.

In order to track our success with the initiatives, we encourage the use of the methodology behind an annual study by Niche and compare our 2016 results to the 2020 results. Niche gathered data on 227 cities to rank them according to how friendly they were to millennials. In 2016, Baton Rouge ranked 90th. Two peer cities who perform better than Baton Rouge does, and ones used as comparisons, are Austin, Texas and Madison, Wisconsin.

As shown in the chart below, Baton Rouge's millennial recruitment rate for residents ages 25-34 within the last year is 1-2% less than that of Austin and Madison, which are also state capitals and college towns. Other factors contributing to Baton Rouge's rank of 90th on Niche's analysis of best places to live are: a low percent of residents who have received bachelors degrees or higher, a higher percent of residents that are unemployed and a low general safety grade.

			Madison, WI
Millennial Newcomers (in-migration)	1.2%	3.3%	2.5%
Resident 25-34 years old	15.5%	21.4%	19.1%
Access to Bars	Α-	Α-	Α
Access to Coffee Shops	A-	Α	Α
Access to Restaurants	Α-	Α-	Α-
Cost of Living Grade	B-	С	С
Higher Education Rate	32.7%	46.0%	55%
Crime & Safety Grade	C-	C+	B-
Diversity Grade	A+	A+	Α-
Percent Change in Employees	8.5%	9.4%	6.3%
Unemployment Rate	6.5%	5.0%	4.3%

As the narratives that define the city multiply, Baton Rouge has a unique opportunity to implement proactive approaches that reform, reinvigorate, retain, and recruit for a greater Baton Rouge.

We use the following questions to recommend initiatives and action-oriented solutions which will allow Baton Rouge to become a top city for millennials.

- How can Baton Rouge enhance and promote its educational and employment opportunities?
- How does Baton Rouge unite and engage a culturally and economically divided city?
- How does Baton Rouge ensure it is an attractive place to live and work?

The answer to these question will depend, in part, on the policy choices made in specific areas like education, employment, technology, quality of life and quality place. It is our hope that we ignite a spark of innovation that will continue to make a difference in Baton Rouge and lay the foundation of these initiatives through our own individual work.



BIG IDEA: RETAIN & RECRUIT

Millennials around the country leave their home base for better opportunities. This generation has made substantial investments in their human capital. They put forth effort in taking necessary steps to help themselves access and complete college, manage their debt, seek out better opportunities for training and connection to jobs, and diffuse digital resources they need to achieve any goal. For example, "crowdfunding" has enabled entrepreneurs to raise capital from sources online, rather than relying on traditional sources like banks to grow their businesses.

While Baton Rouge still has economic challenges to be met, the Millennial generation is equipped to overcome them. They are determined, diverse, and technologically savvy than previous generations.

Building initiatives and general policies such as job creation and wealth growth, helps strengthen Millennials' investments in themselves, thus creating a lasting impact and providing the city with better chances to retain and recruit quality talent.

Through these proposed initiatives, Baton Rouge can become more prosperous, thus attracting more millennials from rural areas and cities with less amenities/opportunities.

Launch a city-parish website to connect young professionals with employment opportunities:

- create a one-stop shop that links citizens to employers
- inform unemployed and underemployed millennials about available opportunities to earn postsecondary credentials (such as trade and vocational programs) and professional development activities.
- provide citizens with the information and contacts necessary to enroll and complete work towards postsecondary credentials.

Facilitate alternative education programs for at-risk millennials. Program will:

serve millennials who have dropped out of high school, who have been in the justice system, are aging out of foster care, or are otherwise at risk of failing to reach key educational and career milestones

provide classroom instruction and occupational skills training in construction, automotive and other in-demand occupations

BIG IDEA: RETAIN & RECRUIT

Develop a partnership with the Baton Rouge Area Chamber to leverage NEPRIS
platform, a virtual school house that is currently being used for Capital Area schools. The
program pairs business people with classrooms to engage in online mentoring and
guest speaking. Through this partnership, the City Parish could engage organizations to
begin developing classroom curriculums.

Partners and Resources:

- Higher education/technical institutions (Louisiana State University, Southern University and Baton Rouge Community College)
- Baton Rouge Area Chamber
- Partner with local organizations like Forum 35, Junior League, and 100 Black Men toencourage millennials to become involved in the Baton Rouge community throughcultural diversity panels, service projects and leadership training.



SOCIAL REFORM

BIG IDEA: REFORM & REINVIGORATE

Traditionally, Baton Rouge has considered diversity in terms of white vs. black and rich vs. poor, but this generation's deepening diversity consistently challenges that thinking. Further, millennials are proud of their generation's extraordinary diversity and see it as an asset.

Millennials value an inclusive decision making process that ensures their concerns are acknowledged. With a working partner in office, millennials are waiting for effective engagement that will meet them where they are - in spaces that are comfortable for social networking and conducive to meeting new people with diverse backgrounds as they vet ideas and exchange information.

Millennials have grown up in a time where information has become available instantly. Through a Google or Wikipedia search, answers to even quite complicated questions can be found. As such, millennials have developed into a group that wants to work on new and tough problems, and ones that require creative solutions.

To recruit a diverse audience of talent, the Mayor's office's strategy should be to re-tool its messages and its mediums to reach millennials. The traditional flyers, newsletters etc. will not be as effective as messages branded and targeted to millennials through new social mediums.

Cultivate a true social media presence

 According to a study from American Press Institute, 69% of millennials get the news daily and 85% say that keeping up with the news is at least somewhat important to them. Millennials engage in politics and government through various social media platforms. A true social media presence gives the Mayor a direct line of communication and conversation to the millennial constituency.

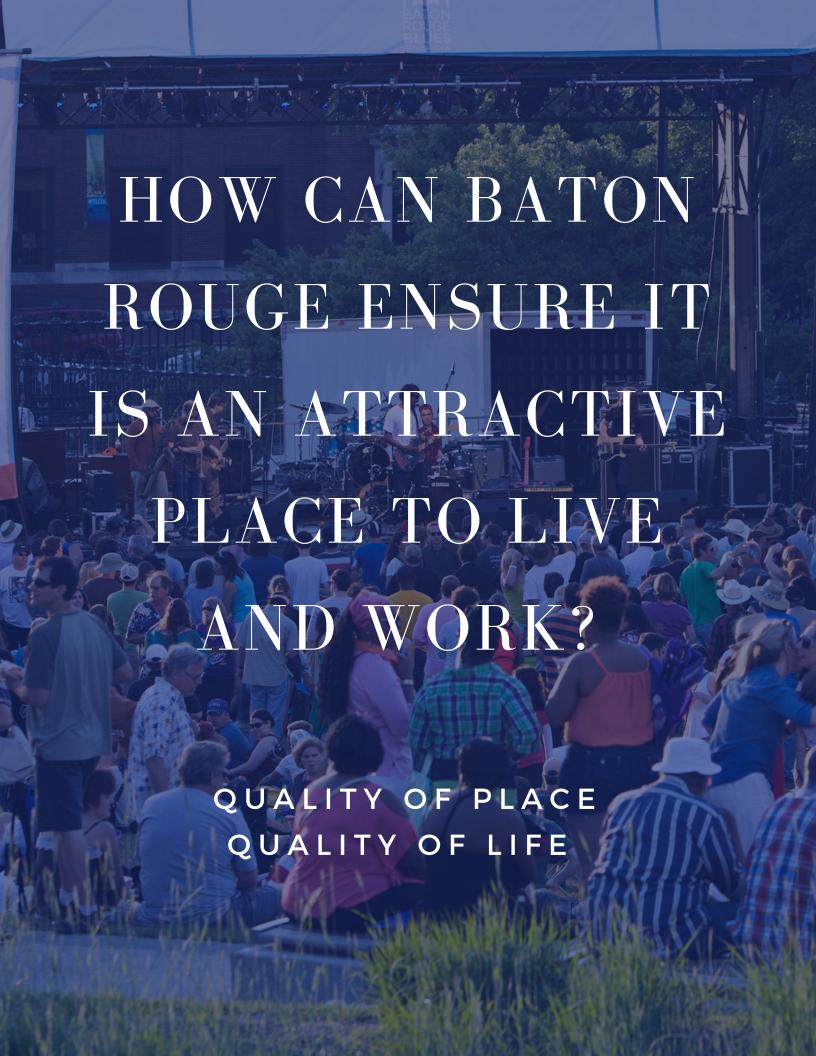
Develop a Racial Toolkit

- The Millennial generation is crucially aware of the segregation within Baton Rouge. To
 fundamentally change the city, everyone needs to be racially aware as the
 city progresses. Seattle's Racial Equity Toolkit is a great first step towards achieving
 greater equity in our city and having an honest conversation on race.
- By establishing a city-wide racial plan of action, citizens of Baton Rouge can begin to fundamentally affect the way policy is written and the way growth is measured.

BIG IDEA: REFORM & REINVIGORATE

Establishing Young Professional Council

• The council would volunteer time to bring new voices into the planning for Baton Rouge's future. Thus, allowing the Mayor to engage people in meaningful conversations on important issues, build ambassadors for key programs and connect with residents.



BIG IDEA: REINVIGORATE

Upwardly mobile millennials are attracted to vibrant, diverse communities. Without committing to quality of place and quality of life as a cornerstone of economic development activity, Baton Rouge risks losing the ability to retain and recruit young professionals. EBR has a huge pipeline of talented individuals graduating from its universities every year. Retaining that talent in the region is essential. If graduating students do not view EBR as a vibrant community, they will leave.

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Establish partnerships with regional stakeholders:

- Work with potential donors to establish visual landmarks throughout the city, and invest in historic buildings, libraries, entertainment venues, and museums to promote the Baton Rouge culture and image.
- Create beneficial population density by supporting intentional zoning for mixed use urban development. Zoning should include equitable and diverse housing options that do not subdivide the population by socioeconomic status.
- Champion smart growth priorities such as complete streets, walkability, and bikeability projects.
- Develop robust multimodal transportation system including, but not limited to, trams, trains, buses, bikes, smart cars, and online transportation companies).
- Ensure the administration's public information office communicates the administration's quality of place and quality of life efforts.

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